

AMENDMENT OF THE TITLE OF INVENTION:

Please delete the previous Title to Invention, and add the new Title of Invention as follows:

--WEB-BASED ELECTRONIC COMMERCE (EC) ENABLED SHOPPING NETWORK CONFIGURED TO ALLOW MEMBERS OF A CONSUMER PRODUCT MANAGEMENT TEAM AND AUTHORIZED PARTIES TO COMMUNICATE DIRECTLY WITH CONSUMERS SHOPPING AT EC-ENABLED WEBSITES ALONG THE WORLD WIDE WEB (WWW), USING MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT TEAM MEMBERS--